

State of the City Address

Holtville, California

Mayor Pro-Tem ~ Colleen Ludwig

Council Member ~ Bianca Padilla

February 2, 2007

Dear friends, distinguished guests, and fellow Holtvilleites, Council Member Bianca Padilla and I, are proud to deliver the 1st State of the City Address and we are very pleased to have the opportunity to share with you a report on the State of our City----and Council's vision for the coming year and beyond.

Before we begin, we want to recognize our dedicated elected who are here today

Council Member – Doug Bryam

Council Member – Richard Layton

Assembly Woman – Bonnie Garcia

County Supervisor – Wally Leimgruber

City Treasurer – Pete Mellinger

None of this could be accomplished without the dedication, commitment, and professionalism of our City Manager, Department Managers, and our devoted employees who come to work every day with a spirit of getting the job done. We are extremely grateful for the work they do and for their commitment to serving our citizens. I would like to introduce the City staff present this evening.

City Manager – Laura Fischer

Chief of Police – John Myers

City Attorney – Steve Walker

Fire Chief – David Lantzer

And a special "thank you" to Dana Hawk and Laura Goodsell and the Chamber for putting this great event together and for allowing the State of the City Address to be included in tonight's program.

This distinguished group's presence here tonight is a clear indication that we're all interested in working together to strengthen our relationships with each other, Chamber, and the community----and share our community's great moments, positive achievements, and Council's **Vision for Holtville.**

I want to start off this evening by quoting George Bernard Shaw who wrote "Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon must inevitably come to pass".

Now take a moment to:

- **Imagine** Holtville a city of tree-lined streets, thriving neighborhoods and a bustling and revitalized downtown.
- **Imaging** seniors, small children, and families all safely and proudly making their way to a better life; enjoying recreational, spiritual and cultural activities.
- **Image** Holtville a city that is economically and socially strong.
- **Image** a city government that is active, effective, responsive, and smart...working to create opportunities and solving problems.
- **Imagine** Holtville through Council's vision, as the ideal place for raising a family, going to school, building a business, participating in politics, or enjoying the pleasures of rural living.

Tonight Bianca and I are proud to say that:

Holtville is **READY** to become all that we **vividly IMAGINE, ardently DESIRE** and **sincerely BELIEVE...and that we are READY, WILLING and ENTHUSIASTICALLY WORKING TO MAKE OUR VISION OF HOLTVILLE A REALITY**

We are **ready** because previous Councils, staff and the community have laid the ground work, set standards, and determined specific goals. A 2001 Citizens Committee prepared a 5-10 Year Plan for the City of Holtville. That committee looked at all aspects of city development including schools, city services, housing and annexation, zoning ordinances, parks and recreation, and downtown business area.

And We Have Accomplished A Great Number Of Goals.

We have

- Repaired or modernized of our schools
 - New and refurbished buildings, playgrounds, classrooms, gymnasium, and a new wellness center
- New Residential Developments
 - Campesino Unidos 18 new homes
 - Orchard View 81 New Apartments
 - Desert Sky 31 homes still under construction
 - Senior Garden 80 Units
- Recreation and Parks
 - Holt Park has new playground equipment, new trees, and lights
 - We refurbished the pool, held swimming lessons and opened the summer Recreation HUT
- We have new businesses
 - Imperial Stores moved...and the 99¢ Store moved in

- Brady's Storage Depot opened...and then opened an RV dump
- The Valley Retirement Inn expanded to the Adult Day Care Center and
- Desert Storm Concrete moved into town
- Polar Bear Ice Cream shop and...
- Donut Avenue opened and are helping bring new clients to the new
- Curves fitness center
- The Holtville Tribune has expanded their business
- Holtville Therapy
- J & S Ag Supply
- Valley Progress...and
- Spruce are all new...and
- we have 24/7 Gold Cross Ambulance service

The goal of the 2001 committee was outline a vision for the orderly growth of the City and its sphere of influence to the benefit of this and future generations.

That SAME GOAL was continued to 2005 when the city held 20/20 vision workshops...setting goals and redefining the vision for the City.

The first and **primary** objective of the 20/20 vision plan was to review the growth patterns for development, the city's circulation element, and our sphere of influence.

In 2006, Council authorized the development of the City's Land Use Plan...a document that outlines the City's vision for growth. As part of the process, the City held workshops to gather the community's input and ideas. From those workshops, Council selected the route for the extension of Highway 115 to State Route 7...This highway and the route selection was a major step to bring economic and commercial growth to Holtville.

The Land Use Plan is a very important document that is a guide for commercial, industrial and residential developers. The Land Use Plan firmly places the control of development in the hands of the City. It encourages residential, commercial and industrial development...and allows the City to be proactive...and to guide development according to...our shared vision for Holtville.

We also made improvements to our public services and infrastructure.

WE HAVE....

- Secured \$3.6 million dollars, including \$900,000 in grant money to make improvements to our raw water ponds and to install a 2.5 million gallon storage tank to improve water quality and capacity
- We have a crack seal and street improvement project currently underway

- We developed and adopted engineering and design standards so that when potential developers meet with staff they have a document that outlines the requirement of the City...we are proactive to meet the needs of developers...not reactive
- We were awarded a half million dollar grant to construct a new community center

Council has made some important decisions in 2006 that promoted our Vision for Holtville. We took action to.....

- Support and sustain our police department
 - by hiring a new local and capable Chief of Police, John Myers;
 - by adding a new sergeant;
 - and we have worked hard to bring our police protection to full staff...we are proud that you can once again see a police presence in town.
- We have fulfilled our promise to improve our fire protection service.
 - We have a good strong leader in our Fire Chief, David Lantzer who has been very successful in meeting the many state and federal regulations and requirements
 - The Chief has acquiring several grants to purchase equipment and supplies
 - And as of this month our Fire Department is now manned 24/7 to provide improved service to our community.
- Although our efforts to pass a bond to fund the much needed improvements of our public safety facilities was not successful...we have not given up hope. These facilities will be constructed and we are researching other funding opportunities.

....imagine...desire...believe...work hard.... and we will have new public safety buildings.

- Holt park has been given a new look, and thanks to a caring and energetic group-Families United for Holtville Now or the FUHN Moms-
 - we now have new playground equipment, trees, lights and picnic tables.
 - and are working to improve Mack Park
- Council took action to prepare community design guidelines to establish the 'style' of Holtville and our concept for downtown revitalization.

- And we completed a study to expand our Wastewater Treatment Plant and we plan to have our new plant on line in 2010.

We have accomplished a lot...met several established goals...established a clear and bright Vision for Holtville.

Holtville is ready:

- Ready for change,
- for smart growth,
- for revitalizing our business community and
- ready to enthusiastically work to implement our well laid plans and make our vision of Holtville a reality.

We have several Planned Residential Developments –

- **Rancho Mira Vista – Imperial Valley Development Corporation**
 - 107 homes starting construction in 2008
- **Tecolote Ranch– Wellington Corporation**
 - 656 acres
 - Approximately 2,500 homes
 - Starting construction around 2010
- **Future Residential Plans for 2010 and beyond**
 - Rivers Ranch – Highway 115 and Alamo
 - 280 acres across the highway from the Country Club including some commercial development

We are processing an application for Commercial Development

- **Holtville Commercial Plaza**
 - Project from Mr. Jay Goyal for, which promises to bring in additional economic benefits to the City.

We will Increase our Recreational Opportunities

- **Construction started on the Holtville's Wetlands**
 - The City is working cooperatively with the New River Congressional Task Force on the Holtville Wetland. It is anticipated that the project will be completed by the end of 2007.

Holtville will Benefit from Planned Regional Development

- **Such as the Imperial County Airport**
 - This is the largest economic engine in the Imperial Valley. It is expected that the Imperial County Airport (Not the San Diego alternate location) will attract business and industry such as

trucking, warehousing, cargo and support services... and it is expected to bring in over 60,000 jobs.

- **And from Transportation Plans by**

- The Imperial Valley Association of Governments, which is currently updating their 20 year transportation plan and is looking at transportation corridors that will accommodate expansion and growth in the valley for the next 20-50 years...including the extension of 115 to State Route 7.

Our Vision is clear...we are ready for change...for smart growth...for revitalizing our business community...

Together we can turn our well laid plans...

our vision of Holtville...into reality.

Bianca and I want to thank the members of the Council

- for being forward thinking...so that our community has a clear plan for the orderly growth of the City...
- and for their diligent work to make this vision a reality for this and future generations.

We are asking much of you this year, but we believe that for Holtville to become all that we vividly imagine, ardently desire, and sincerely believe...we need all of you –

- elected officials,
- commissions and committees,
- professionals,
- staff and
- our citizens

to be thinking about our city, evaluating its progress, treasuring what's good, and helping to improve what needs work.

Thank you for your time, and may God bless each of you and our home – Holtville.